



WEWS

# ORDER

Flight Dates **09/25/12-10/01/12**

Contract / Revision      **304812 /**

Original Date / Revision  
07/16/12    09/28/12

Advertiser **Crossroads GPS**

Agency    **Mentzer Media**

Buying Contact

**600 Fairmont Avenue - Suite #306  
Towson, MD 21204**

Product

**Crossroads GPS. 09.25-10.01.12**

Agency Com    15%

Billing Contact

**600 Fairmont Avenue - Suite #306  
Towson, MD 21204**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **1005**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle    EOM/EOC

Billing Calendar BROADCAST

Demographic   A35+

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
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Daniel Baylog	100%		
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Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	78	\$74,545.00	\$87,700.00	0.00
October 2012	17	\$15,980.00	\$18,800.00	0.00
<b>Totals</b>	<b>95</b>	<b>\$90,525.00</b>	<b>\$106,500.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	78	\$74,545.00	\$87,700.00
10/01/12	10/01/12	17	\$15,980.00	\$18,800.00

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	09/25/12	10/01/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	6	\$550.00	P-2	0.00	NM	10	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	8		\$550.00		0.00						
Week:		10/01/12	10/07/12	M-----	2		\$550.00		0.00						
N 2	WEWS	09/25/12	10/01/12		CM	7-9a	MTWTF--	:30	8	\$600.00	P-2	0.00	NM	10	\$6,000.00



WEWS

Print Date: 09/28/12

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Contract / Revision **304812** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 07/16/12/ 09/28/12

Order Sep 00:20:00

Advertiser **Crossroads GPS**Product **Crossroads GPS. 09.25-10.1** Estimate # **1005**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F GMA 7-9a											
				M-F GMA 7-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF--					8	\$600.00		0.00			
Week:		10/01/12	10/07/12	M-----					2	\$600.00		0.00			
N 3	WEWS	09/25/12	10/01/12	M-F 11-12p	CM	11a-12p	MTWTF--	:30	4	\$1,300.00	P-2	0.00	NM	3	\$3,900.00
				M-F 11-12p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T--F--					2	\$1,300.00		0.00			
Week:		10/01/12	10/07/12	M-----					1	\$1,300.00		0.00			
N 4	WEWS	09/25/12	10/01/12	M-F 12-1230pm News	CM	12-1p	MTWTF--	:30	4	\$1,000.00	P-1	0.00	NM	5	\$5,000.00
				M-F 12-1p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					4	\$1,000.00		0.00			
Week:		10/01/12	10/07/12	M-----					1	\$1,000.00		0.00			
N 5	WEWS	09/25/12	10/01/12	M-F 4-5p Dr. OZ	CM	4-5p	MTWTF--	:30	4	\$900.00	P-2	0.00	NM	5	\$4,500.00
				M-F 4-5p Dr. Oz											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					4	\$900.00		0.00			
Week:		10/01/12	10/07/12	M-----					1	\$900.00		0.00			
N 6	WEWS	09/25/12	10/01/12	M-F 1-2p	CM	1-2p	MTWTF--	:30	4	\$550.00	P-2	0.00	NM	10	\$5,500.00
				M-F 1-2p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					8	\$550.00		0.00			
Week:		10/01/12	10/07/12	M-----					2	\$550.00		0.00			
N 7	WEWS	09/25/12	10/01/12	M-F 5-6p News	CM	5-6p	MTWTF--	:30	8	\$1,600.00	P-1	0.00	NM	9	\$14,400.00
				M-F 5-6p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					8	\$1,600.00		0.00			
Week:		10/01/12	10/07/12	M-----					1	\$1,600.00		0.00			
N 8	WEWS	09/25/12	10/01/12	M-F 6-630p News	CM	6-630p	MTWTF--	:30	4	\$2,000.00	P-1	0.00	NM	5	\$10,000.00
				M-F 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					4	\$2,000.00		0.00			
Week:		10/01/12	10/07/12	M-----					1	\$2,000.00		0.00			
N 9	WEWS	09/25/12	10/01/12	M-Su 630-7p WNT	CM	630-7p	MTWTF--	:30	4	\$2,000.00	P-2	0.00	NM	5	\$10,000.00
				M-Su 630-7p WNT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					4	\$2,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WEWS	09/24/12-09/30/12		M-Su 630-7p WNT		630-7p	-TWThF----	:30		<del>(\$2,000.00)</del>		0.00	NM		
See MG 9.6															
[N/A]															
6	WEWS	09/28/12-09/28/12		M-Su 630-7p WNT		630-7p	-----F----	:30		<del>(\$2,000.00)</del>		0.00	NM		
Ⓜ See MG 9.7															
[N/A ON ENTRY]															
7	WEWS	09/25/12-09/28/12		M-F 6-630p News		6-630p	-TWThF----	:30		\$2,000.00		0.00	NM		
Ⓜ MG for 9.6 09/28															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$2,000.00		0.00			
N 10	WEWS	09/25/12	10/01/12	M-F 7-730p	CM	7-730p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
				7-730p The List											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					4	\$1,000.00		0.00			



**WEWS**

Print Date: 09/28/12

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Contract / Revision      **304812**      Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision    07/16/12/    09/28/12

Order Sep    00:20:00

Advertiser    **Crossroads GPS**

Product **Crossroads GPS. 09.25-10.1** Estimate #    **1005**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 10	WEWS	09/25/12	10/01/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$1,000.00		0.00						
N 11	WEWS	09/25/12	10/01/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	8	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	6		\$1,000.00		0.00						
Week:		10/01/12	10/07/12	M-----	2		\$1,000.00		0.00						
N 12	WEWS	09/25/12	10/01/12	M-F 1135p-1202a Nightline M-F 1135p-1202a Nightline	CM	1135p-1207x	MTWTF--	:30	4	\$900.00	P-2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	4		\$900.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WEWS	09/24/12-09/30/12		M-F 1135p-1202a Nightline		1135p-1207x	-TWThF----	:30		<del>(\$900.00)</del>		0.00	NM		
See MG 12.6,12.7,12.8 [hra/pol]															
4	WEWS	09/24/12-09/30/12		M-F 1135p-1202a Nightline		1135p-1207x	-TWThF----	:30		<del>(\$900.00)</del>		0.00	NM		
See MG 12.6,12.7,12.8 [na]															
6	WEWS	09/29/12-09/29/12		Sa 6a-8a News		6-8a	-----Sa--	:30		\$750.00		0.00	NM		
Ⓜ MG for 12.1,12.5,12.4															
7	WEWS	09/29/12-09/29/12		Sa 6a-8a News		6-8a	-----Sa--	:30		\$750.00		0.00	NM		
Ⓜ MG for 12.1,12.5,12.4															
8	WEWS	09/24/12-09/30/12		LN after Sports		11p-130x	-----Sa--	:30		\$1,200.00		0.00	NM		
Ⓜ MG for 12.1,12.5,12.4															
Week:		10/01/12	10/07/12	M-----	1		\$900.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	WEWS	10/01/12-10/07/12		M-F 1135p-1202a Nightline		1135p-1207x	M-----	:30		<del>(\$900.00)</del>		0.00	NM		
See MG 12.6,12.7,12.8 [oversold]															
N 13	WEWS	09/25/12	10/01/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	5	\$2,400.00	P-2	0.00	NM	6	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF-S	5		\$2,400.00		0.00						
Week:		10/01/12	10/07/12	M-----	1		\$2,400.00		0.00						
N 14	WEWS	09/30/12	09/30/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S	2		\$600.00		0.00						
N 15	WEWS	09/30/12	09/30/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	2	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S	2		\$1,300.00		0.00						
N 18	WEWS	09/25/12	10/01/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	4	\$1,200.00	P-1	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	4		\$1,200.00		0.00						
Week:		10/01/12	10/07/12	M-----	1		\$1,200.00		0.00						
Totals														95	\$106,500.00

**Totals 95 \$106,500.00**